Gas. It could change your brand to Fact.

You might not know it, but cigarette smoke is mostly gas—many different kinds. Not just "tar" and nicotine.

And despite what we tobacco people think, some critics of smoking say it's just as important to cut down on some of the gases as it is to lower "tar" and nicotine.

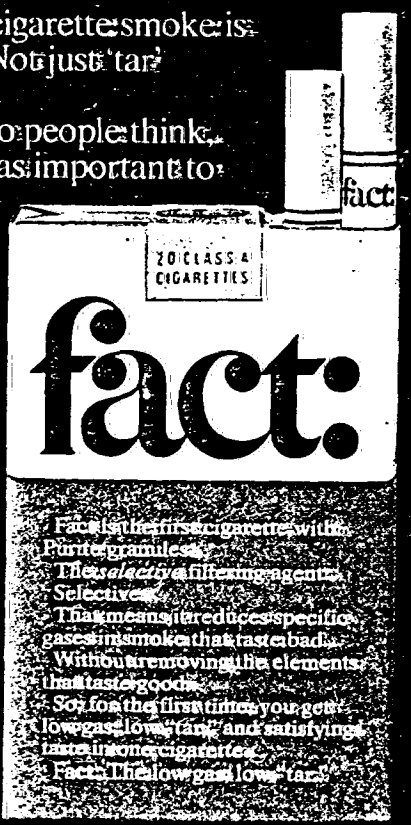
No ordinary cigarette does both. But Fact does.

Fact is the first cigarette with the revolutionary Purite filter. And Fact reduces gas concentrations while it reduces "tar" and nicotine.

Read the pack. It tells how you get the first low gas, low "tar" smoke with good, rich taste.

Taste as good as the leading king-size brand.

And that's not fiction. That's a Fact.



Available in regular and menthol.

Fact. The low gas, low "tar."

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Regular, 14 mg. "tar," 1.1 mg. nicotine, Menthol, 13 mg. "tar," 1.0 mg. nicotine, av. per cigarette, by FTC method.

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Source: https://www.industrydocuments.ucsf.edu/docs/sfkk0000